

Strategic Map – "Basecamp"

All goals, tasks and milestones must be specific, measurable, achievable, realistic relevant and time bound with a beginning and an end. The expectation is that all tasks will be exceeded in qualitative and quantitative terms.

Business Name (PROJECT / DEPARTMENT): Sweet World		Author/s :	Date :
Q-5 Problem, Pain or Need : (ISSUE / CHALLENGE)	Q-6 Solution : Provide marketing and business development support for small business owners to allow them grow their business to a satisfactory level		Q-7 Your U.S.P./W.O.W. Factors : (UNIQUE SELLING POINT / MUST HAVE YOUR OFFERING) 1. Parents create a FAS Succession Plan which reflects their offspring's' unique strengths & challenges 2. The plan also helps parents obtain more FASD informed supports now like housing, medical etc 3. Creates peace of mind for parents knowing they've provided a detailed manual for caregiver after them
Q-8 Primary Marketing Segment : 1. Using a 10 year old email list 4088 previous contacts/customers 54% CND 37% US. 1% =41 beta test mkt 2. Ontario 1,775 parents over 60 with incomes over \$70K who have offspring over 40 with FASD diagnosis 3. Calif. 2,685 parents over 60 with incomes >\$70k who have offspring >40 with FASD diagnosis	Q-9 Secondary Marketing Segment : 1. 2. 3.		Q-10 Tertiary Marketing Segment : 1. 2. 3.
Q-11 Vision (Destination) : (WHY YOU DO / EXIST) To provide unique, locally sourced, handcrafted home decor items, transforming spaces into elegant and beautiful havens.	Q-12 Mission (Direction ? Your Big Promise) : (WHAT YOU DO)		Q-13 Organisational Core Values : (HOW YOU DO IT! / AIMS) Excellence in Service, Eco-Friendly practices, Luxury and Comfort in accommodation, Authentic and Rich experience, Innovation by continuously improving standards, Supporting local businesses, providing jobs in the locality
Primary Enhancing Benefits (What?) of Your Product or Service :	Primary Distinct (How?) Features of Your Product or Service :		Primary Advantages of Your Product or Service Over Competition : (REDUCE, RAISE, ELIMINATE, CREATE ABOVE THE NORM)
Q-14 1. Q-14 2. Q-14 3.	Q-15 1. Q-15 2. Q-15 3.		Q-16 1. Q-16 2. Q-16 3.

	Marketing Branding P.R.	Operations Quality Procurement	Financial K.P.'s Funding
Strategy to deliver the vision 3 years + outlook Executive Conceptual (The Why?)	Q-17 1. Q-17 2. Q-17 3.	Q-18 1. Q-18 2. Q-18 3.	Q-19 1. Q-19 2. Q-19 3.
Tactics / From your mission to achieve the vision 12 month outlook Management Monthly (The What?)	Q-20 1. Q-20 2. Q-20 3.	Q-21 1. Q-21 2. Q-21 3.	Q-22 1. Q-22 2. Q-22 3.
Day to day tasks / Actions to achieve tactics The here and now! Technical Operations milestones (The How?)	Q-23 1. Q-23 2. Q-23 3.	Q-24 1. Q-24 2. Q-24 3.	Q-25 1. Q-25 2. Q-25 3.
Risks Contingency Threats	Q-26 1. Q-26 2. Q-26 3.	Q-27 1. Market competition for sustainable products. Q-27 2. Lack of market demand. Q-27 3. Maintaining consistent product quality.	Q-28 1. Q-28 2. Q-28 3.

Every sequence of the three to be listed in terms of "important and urgency" No 1 most important and most urgent and so on V.1.3. © 2020

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For period day, week, month, quarter or year? : _____

Importance: Significant worth or consequence: valuable in content or relationship for achieving your organisational goals.

Urgency: Need for action, haste, etc.; stress, pressure, as of necessity. (Think of a scale of 1 to 10, where 1 is the least urgent.

Use "post its" in each section below. Back fill as you go and refresh having completed an up to date SWOT.

Important and Urgent – do now, list / numerically in order of priority.	Important - Not Urgent, delegate / ask someone to complete the task list numerically in order of priority.	Not Important – Urgent, plan to do, list numerically in order of priority.	Not Important - Not Urgent leave till last, list numerically in order of priority.
1	1	1	1
2	2	2	2
3	3	3	3